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SUBJECT: EVALUATION OF TIRE MARKET RESEARCH FOR PRINTING
AND GRAPHIC ARTS EQUIPMENT

REF: STATE 48236

FOR COMMERCE

FOLLOWING ARE EMBASSY'S COMMENTS AND EVALUATION OF "INDUSTRIAL
MARKET SURVEY OF THE MEXICAN MARKET FOR PRINTING AND GRAPHIC
ARTS EQUIPMENT" PREPARED BY C.R. QUICK Y ASOCIADOS FOR USDOC:

THE SURVEY UNDER REVIEW IS CONDUCTED ACCORDING TO THE STUDY'S
GENERAL OUTLINED SPECIFICATIONS AND IT CONTAINS MEANINGFUL
MARKET DATA WHICH GIVE A GOOD IDEA OF THE SIZE OF THE MARKET,
MARKET TRENDS, SALES OUTLOOK FOR U.S. EXPORT MARKETING PRACTICES
AND TECHNIQUES AND OTHER USEFUL INFORMATION WHICH CAN ASSIST
AND MOTIVATE U.S. PRINTING AND GRAPHIC ARTS EQUIPMENT MANUFACTURERS
IN PENETRATING THE MEXICAN MARKET.

THE REPORT COMES TO THE CONCLUSION THAT THERE IS A GOOD MARKET
POTENTIAL FOR U.S. PRODUCTS AS EVIDENCED BY THE GROWING IMPORT
MARKET SHARE DURING THE 1970-1972 PERIOD. THE CONCLUSIONS
APPEAR TO BE WELL FOUNDED AND IN GENERAL THE FACTORS WHICH
CONTRIBUTE TO THE ACCEPTABILITY AND PREFERENCE OF U.S. PGA
EQUIPMENT INCLUDE GOOD PERFORMANCE, HIGH QUALITY AND DURABILITY,
SERVICE AND PRICES. OTHER FACTORS ALSO INCLUDE FINANCING,
DELIVERY, AVAILABILITY OF TECHNICAL PERSONAL, ETC. THE MARKET
POTENTIAL FOR U.S. PGA EQUIPMENT IS STRONG ENOUGH, THAT THE MARKET
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RESEARCH CONTRACTOR RECOMMENDS THAT THE U.S. DEPARTMENT OF

COMMERCE SPONSOR AN EXHIBITION OF THIS EQUIPMENT IN MEXICO AT ITS EARLIEST CONVENIENCE.

THE STUDY LISTS THE PRODUCT CATEGORIES WHICH OFFER THE BEST MARKET OPPORTUNITIES FOR U.S. SUPPLIERS CONFIRMING WITH THE STUDY'S SPECIFICATIONS. IT ALSO LISTS SOME OF THE EQUIPMENT AND SUPPLIES MANUFACTURED DOMESTICALLY WHICH HAVE NO SALES POTENTIAL IN THE MEXICAN IMPORT MARKET, ALTHOUGH ONLY BRIEFLY.

THE CONTRACTED RESEARCHER HAS MADE THE NECESSARY NUMBER OF INTERVIEWS, DISTRIBUTED APPROPRIATELY AMONG END-USERS, TRADE ASSOCIATIONS, LOCAL EQUIPMENT MANUFACTURERS, LOCAL REPRESENTATIVES AND MEXICAN GOVERNMENT OFFICIALS. THE COMPLETE NAMES OF FIRMS, ORGANIZATIONS AND OTHER INSTITUTIONS INTERVIEWED ARE PROVIDED ALSO ACCORDING TO THE SPECIFIED GUIDELINES.

THE MAIN PARTS OF THE STUDY ARE WELL COVERED IN AN OBJECTIVE AND CONCLUSIVE NARRATIVE STYLE SUITABLE FOR THE BUSINESS MANAGER READER.

THE MAIN PARTS OF THIS STUDY - SALES POTENTIAL FOR U.S. PRODUCTS, PROFILE OF INDUSTRY, MARKET SIZE, END-USERS IDENTIFICATION, DISTRIBUTION SYSTEMS ESTABLISHED TRADE PRACTICES, TECHNICAL REQUIREMENTS AND COMPETITIVE SITUATION, - AS MENTIONED BEFORE HAVE THE NECESSARY COMMERCIAL INFORMATION TO DELIVER A CLEAR IDEA OF THIS INDUSTRY. THE PARTS OF THE STUDY REFERRING TO PROFILE OF THE INDUSTRY AND END-USER IDENTIFICATION IS WHERE EFFORTS TO PRESENT A HIGH QUALITY REPORT CAN BE OBSERVED.

APPARENTLY THE SUBJECT REPORT CONFORMS TO THE FORMAT REQUESTED BY THE U.S. DEPARTMENT OF COMMERCE AND IS ORGANIZED AND PRESENTED ACCORDINGLY. THIS SHOULD PROVIDE THE NECESSARY PERTINENT INFORMATION TO ENABLE THE PREPARATION OF THE GLOBAL MARKET SURVEY OR A SIMILAR EXPORT MARKET GUIDE.

BASED ON THIS STUDY AND PAST EXPERIENCE IT IS ESTIMATED THAT THIS PRODUCT CATEGORY CAN BE SUCCESSFULLY PROMOTED IN THE MEXICAN MARKET. THE RESEARCHER ESTIMATES THAT SINCE THE LAST PROMOTION HELD ON THIS SUBJECT HAD SUCH GOOD RESULTS, A FUTURE PROMOTION COULD BRING EVEN BETTER RESULTS IF PROPERLY PLANNED AND PROMOTED.

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DURING THE PREPARATION OF THIS REPORT THE MOST SUCCESSFUL SHOW TO DATE HELD AT THE MEXICO CITY TRADE CENTER, WAS THE PRINTING AND GRAPHIC ARTS EQUIPMENT EXHIBITION OF OCTOBER 1972 WITH IMMEDIATE SALES OF U.S. \$855,000 AND ONE YEAR SALES ESTIMATES PROJECTED AT U.S. \$9,400,000.

THE PRESENT SURVEY ALSO INCLUDES A SUPPLEMENTARY REPORT, AT THE REQUEST OF O.I.M., WHERE THE NECESSARY CLARIFICATIONS ARE

MADE.

FROM OUR POINT OF VIEW, THE CONTRACTOR HAS SUBMITTED SATISFACTORY
AND ACCEPTABLE WORK.
JOVA

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